

## Let's Talk Agriculture

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**Alberta Agriculture, Food and  
Rural Development**

**Alberta**  
AGRICULTURE, FOOD AND  
RURAL DEVELOPMENT

### The Ins and Outs of Direct Farm Marketing

Interested in selling your agricultural products direct to the consumer? Considering selling at Farmers' Markets, starting a u-pick or farm store? Then this workshop is for you! Learn about the rules and regulations of farm direct marketing, discover how to do powerful promotional plans, and learn more about consumer trends and customer needs. There will also be an industry panel on hand to share what they have learned about direct farm marketing.

**WHEN:** March, 15, 2000 - 9:00 AM to 4:00 PM

**WHERE:** Morinville, Rendez-vous Centre

**REGISTRATION:** \$30/person, \$50/couple (includes GST, lunch, and a copy of "Direct Marketing - A Handbook for Rural Producers"). Call the Morinville office at 939-4351 (toll-free via 310-0000) to register.

### Exploring Organics

- A workshop for those investigating organic production -

When it comes to organic production, what are the rules and regulations, the management issues and concerns, and the market outlook? Come to this workshop and discover all this, as well as hear from an organic industry panel on crops, market gardening, livestock, and retail.

**WHEN:** March 8, 2000 - 8:30 AM - 3:30 PM

**WHERE:** Westlock, Memorial Hall

**REGISTRATION:** \$25/person. Call the Westlock office at 349-4465 (toll-free via 310-0000) to register.

We have an Internet Kiosk available for public - so come on in and try it. Also following are a couple of publications you might be interested in:

- TAX MANAGEMENT STRATEGIES FOR FARMERS
- HOBBY GREENHOUSES IN ALBERTA
- AG ALTERNATIVES - MARKETING - WILL IT SELL

### Guideline Changes - Water Registration Program

- ALL traditional agricultural users are encouraged to register their highest sustained use of water during the window years 1996 -1998. This registration will stay with the land and be above your first right of 275,000 gallons which is attached to the residence.
- Any size dugout may now be registered if used for agricultural purposes.

Contact your local District Office for clarification on these changes.

### COUNTY OF PARKLAND AGRICULTURAL SERVICE BOARD PLOT SUPPER

FEBRUARY 23, 6:30 P.M.

HOLBORN HALL

TO REGISTER CONTACT:

CURTIS OR TRISH WEBBER AT:

963-7852

OR

ALBERTA AGRICULTURE OFFICE:

963-6101

BY FEBRUARY 21

### FARM ESTATE WORKSHOP

APRIL 4 - HOLBORN HALL

APRIL 5 - TOMAHAWK HALL

1:00 - 4:00 P.M.

For more information call Mark or Kris

County of Parkland: 968-8467

Speaker: George Rock, Farm Management  
Specialist, Alberta Agriculture



## AGRICULTURAL FINANCIAL SERVICES CORPORATION

AFSC offers many financial products for any stage of your farm business. Ask us about our farm lending services:

- Beginning Farmer Loans
- Vendor Mortgage Plan
- Developing Farmer Loans
- Disaster Assistance/Crop Loss Loans
- Alberta Farm Development Loans
- Specific guarantees
- Farm Income Disaster Program

For more information please contact:

Orest Malysh or Bill Tchir in Stony Plain. Phone: (780) 963-6101.

Other services: AFSC Commercial - innovative financing for businesses in the agrifood and value-added sector. Phone: (780) 415-1216



You can find us online on:  
Ropin' the Web at:  
[www.agric.gov.ab.ca](http://www.agric.gov.ab.ca)

### A.F.S.C. CROP INSURANCE OPERATIONS . . .



The Government of Alberta has decided to terminate the pasture insurance program effective the end of the 1999 crop year. A crop insurance review will take place in 2000, and producers will be given an opportunity to provide their input at that time.

The hay insurance program remains unchanged and will continue to be available. The deadline for application is February 29, 2000.

For information or an appointment call Bette or Dianne at 963-0600.

### 2000 Variety Info Available

Just a reminder that the cereals and oilseeds variety publications are now available at your district agriculture office if they have not been received yet in the seed guide or other publications. Crop selection this year may be more difficult than ever with the profusion of varieties on the market, and low commodity prices. When selecting a variety, try keeping seed cost and suitability to your farm in mind as the differences between some of the varieties is insignificant and will not translate into an economic benefit. Some local niche opportunities for contract production and specialty markets may also exist that are not listed in the seed guide. A number of changes have been made to the variety selection tables this year so if questions should arise as to variety adaptability to our region, please give me a call at the Stony Plain Office.

Trevor Kloeck, Cereal & Oilseed Specialist  
780-963-6101

### Open House

Thanks to all those who attended our office open house on January 28! Please feel free to drop by our new office anytime. You may be surprised at what our four organizations have to offer the agriculture community in this new millennium.



### WE'RE HERE TO HELP!

Wondering about buying a piece of land?  
Wondering about soil quality?

Give FCC'S Account Manager, Glen Svenungard a call. He has soil maps of the area on hand, and would be glad to share soil quality information with you. Please call our office for details:  
Account Manager: **GLEN SVENUNGARD**

Office Assistant: **BEV BADRY,**

Secretary-Receptionist: **SHYLO WOOD**

(780)963-6547 or

Edmonton Toll Free: 495-3375